

Fall 1983

UA68/13/5 AdVenture

WKU Advertising Club

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adventure



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Students gain experience
working for one of the
top college newspapers
in the country...

College Heights
Herald

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fall 1983

CREATIVE

Photography

by Susan Legler

Photographer Mark Tucker presented an eye-opening collection of his work to a large group at the first session of the advertising seminar. Owner of The Studio in Nashville, he deals with "people" photography—promotional posters, fashion ads, calendars, and his specialty, album covers.

Tucker attended Western but has never had an advertising class. "I don't know any of the do's and any of the don'ts," he said. This has given him the freedom to explore the rules of advertising, instead of being governed by them. Tucker explained, "It's great not to have any don'ts."

A Fresh Approach

by Cathy A. Vaughan

The challenge in advertising today is coming up with a fresh approach, according to Todd Hoon, vice president and creative director, and Russ Cashon, senior copywriter, from McCann-Erickson Advertising Agency in Louisville.

This talk was the second of a series of talks given during the seminar, "Creative Expressions, '83."

After a brief introduction by Pat Jordan, assistant professor of advertising, Hoon opened the talk with a statement on the application of visual and audio elements in advertising. "Any commercial is most effective when the visual supports the audio and the audio supports the visual," Hoon said. "Get those two to integrate."

He said that there should be a degree of consistency between the two elements. "Sometimes the audio entities don't look good and sometimes the visual entities don't sound good," Hoon said.

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Casually dressed Tucker explained each of 15 pieces he pulled from his portfolio. One poster shot in a Nashville soda shop, won a Diamond Award. Tucker also won two awards from the Nashville Advertising Federation for his outstanding posters for Cain-Sloan Department Store. "Big Deal," Tucker said, "I don't care about the awards. Where it is having a great time."

Tucker remembered a fun session when he photographed singer Ronnie Milsap for an album cover. Milsap's music was played in the studio and Tucker caught a casual pose of Milsap smiling while playing around at the keyboards.

Production of a set plays a big part in a photography session. Tucker said the set is completed before the actual session begins. One set, for singer Earl Thomas Conley, cost \$4,000 to build. Sometimes, Tucker said, "you can just get so caught up in production values."

Tucker spends two or three hours actually shooting pictures for an album cover, sometimes taking over 300 pictures in a single session. "If you know where you're going, you don't have to shoot a lot of film," he said, "the main thing you've got to have is a clear goal."

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Photographer Mark Tucker has produced some brilliant album covers for such stars as Waylon Jennings, Deborah Allen, and Ronnie Milsap. Rush Cashon (below), senior copywriter from McCann-Erickson ad agency answers questions after the second session of the advertising seminar.

Photographs by Ray Thomas



EXPRESSIONS

Industrial Advertising

by Mark Mahagen
and Jeff Bowles

"The guy who buys industrial goods also buys Crest toothpaste," Donald Doninger explained, "so the same thought and reasoning (that goes into consumer advertising) goes into industrial advertising."

Doninger spoke at the fourth

session of the Nov. 9 advertising seminar on "Putting the Creative Oomph into Today's Industrial Advertising." He is president of Doninger & Doninger Advertising Agency in Louisville, a research-oriented agency that specializes in industrial advertising.

Doninger worked for Brown and Williamson, a consumer-oriented advertiser, until four years ago when he formed his own agency. That's when he found himself

dealing primarily with industrial advertising. Besides designing industrial ads, his agency designs materials for sales meetings, sales award contests, trade show booths, and also writes and produces technical information for sales representatives.

Doninger said creativity plays a major role in the industrial market because buyers usually spend

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CREATIVITY - Is it all washed up?

by Mary Willoughby

"Creativity is a gift like instinct; it is something that is inborn and cannot be taught," said Robert Beggs, executive vice-president and creative director of Doe-Anderson Advertising Agency in Louisville. Beggs was the keynote speaker at the third annual Western Advertising Seminar November 9. Doe-Anderson is the largest advertising agency in Kentucky and the eighth oldest in the United States.

According to Beggs, a creative person is independent, curious and willing to take risks. "You either have it (creativity) or you don't

have it," he said.

Beggs described creativity as the rare ability to take disassociated thoughts and bring them together into a single concept. "Everyone is creative in one way or another."

"Creativity...cannot be taught."

—Robert Beggs

"We have a tendency to turn off our own creativity," said Beggs. He blames this on controlling

factors like government regulations, media costs, salary costs, and network censorship. Nevertheless, Beggs said that fences put in the way "don't necessarily have to extinguish that creative spark."

Beggs said that advertisers often get tensed up by deadlines, give up too quickly or try too hard. "Look inside for ideas," he said. "Let go and have the confidence in yourself that the idea is there," suggests Beggs.

"A creative person is an aware person," he observed. Beggs said that creative people see and feel things that others do not notice.



Robert Beggs speaks on the theme of the 3rd Annual Advertising Seminar, sponsored by Western's Advertising Club. This year's theme was: "Creativity-Is it all washed up?" The seminar attracted a record number of people.

Photograph
by Ray Thomas

Cashon introduced, through slides, the effectiveness of verbal puns in advertising. "Saturday Morning Car Tunes" and "Take DeBussey to Work" were two effective puns used in a radio station's print campaign.

An example shown of visual and audio elements combined to produce a successful ad was one for a haircut salon. The ad consisted of a picture of Albert Einstein and the copy caption, "A bad haircut can make anyone look dumb."

Cashon suggested when looking for various advertising ideas and approaches to look for the unusual and the unconventional. Using type in a creative way to catch attention is an effective method to use, he said. "You only have 60 seconds to live" is the motto that Cashon feels sums up the importance of effective copy in radio advertising.

Several examples were given of successful radio ads. The K-Mart "Goof-Proof" series of commercials and South Central Bell's "Reach Out and Touch Someone" commercials are labeled "classics."

Cashon said that a client's advertising for a product doesn't have to be limited to one advertising medium. An ad can be equally effective in several media. Hallmark Cards is successful with multi-media advertising. Hallmark has been famous for its television commercials conveying emotion and sentiment with quality. It has been equally effective in radio advertising.

Hoon showed a video tape dealing with the creative stages and elements involved in the successful television campaign for Diet Coke. The advertising angle McCann-Erickson took was a new approach in diet cola advertising. The agency chose to target both women and men. Most diet drinks target

"We have met the enemy and he is us." In a sense, this is true for advertising."

—Hoon and Cashon

women and as a result, women make up 70 percent of the diet cola buying market. Another strategy was to make Diet Coke stand out from other diet colas—to make it a mainstream cola that just happened to have one calorie. The advertising agency experimented with 20 different ideas, testing out slogans such as, "This one's for real" and "The time is right." The final choice was the slogan, "Just for the taste of it."

After the video showing, Hoon and Cashon answered questions. Hoon was asked which direction commercials are taking and if they are leaning more toward creativity or sex. Hoon first joked, "I like to think I'm creative *with* sex." He then said that ads are leaning more toward "sexy" and will continue in that direction because that is what appeals to the consumer. "If the trend is for sex on TV, advertising will follow along right behind," Hoon said.

When asked how the creative process works in an advertising agency, Cashon said it is a team effort of both the copywriter and the art director. "Sometimes the copywriter will come up with the visual and the art director will come up with the audio," Cashon said. "It's a combined effort."

"To quote the comics character Pogo, 'We have met the enemy and he is us;' in a sense, this is true for advertising," he said. "We, in a sense, have created the enemy through advertising clutter and we have to combat it with fresh ideas."

Summer '83 internships

From Chicago to Nashville, advertising students from Western scattered to complete internships last summer that brought 3 hours of class credit and an invaluable learning experience. They include:

Linda Batson, Newburgh, Ind. junior, MEDIA MIX, INC., Evansville, Ind.

Connie Carman, Cloverport, Ky., senior, CONTAINER WORLD, INC., Bowling Green, Ky.

Michelle Duke, Louisville junior, LANDMARK COMMUNITY NEWSPAPERS,

Joanie Evans, Bowling Green senior, GREENWOOD MALL OFFICE, Bowling Green, Ky.

Susan Legler, Louisville senior, DOE-ANDERSON ADVERTISING AGENCY, INC., Louisville, Ky.

Amy Lucas, Bowling Green junior, GISH, SHERWOOD AND FRIENDS, INC., Nashville, Tn.

Susan Mizanin, St. Charles, Ill. sophomore, NEEDHAM, HARPER AND STEERS, INC., Chicago, Ill.

Laura Moss, Louisville sophomore, THE VOICE NEWS-PAPERS, Louisville, Ky.

Bobbi Jo Ramsey, Glasgow junior, WILKINS ADVERTISING CONCEPTS, INC., Bowling Green, Ky.

Mike Wolf, Louisville senior, CITIZENS FIDELITY BANK, Louisville, Ky.

Ad Club raises over \$100

Few people enjoy eating out at restaurants more than students. The college student's diet of Campbell's soup and cafeteria food starts to lose its pizzazz after a short time.

That is the main reason for the Ad Club's success with its fall fund-raiser. A total of \$108 was raised in the Win-A-Meal Promotion. Part of the money will go to the Kerrie Stewart Scholarship Fund.

Local restaurants who donated

dinners include the Iron Skillet, Rafferty's, Ponderosa, Mr. D's Pizza, and the House of Wan. Homecoming Mums were donated by Deemer's Florist. Guest speaker Andrew Wilkins of Wilkins Advertising Concepts drew the winning names.

The prize for selling the most tickets went to Ad Club member George Newsome, a junior, who sold 80 tickets. Newsome won a \$25 gift certificate to the Briarpatch Restaurant.

Goodbye, Kerrie

by Naomi Oliver

Flowers were everywhere: ceiling-to-floor, wall-to-wall. And there were more at the house.

The flowers kept coming and so did the people. All coming to pay their respects to Kerrie Stewart.

In just 21 years, Kerrie touched many, many people's lives. She was the outgoing type. She was constantly breaking down barriers that kept people apart. She was always ready with a joke to cheer you up or a shoulder to cry on. She was actively involved in anything and everything she could find time for. Always on the go.

In her three years at Western, Kerrie was Advertising Club president-elect, Kentucky Intercollegiate Press Association president, Herald advertising co-manager, Associated Student Government vice-president, a member of the University Center Board, Phi Mu Sorority, and Western's pompon squad.

Yet, with all those responsibilities, Kerrie still had (or made) time for people. Every person she met became a friend.

Even though Kerrie knew nothing of her heart condition, she lived as though her time was limited. She valued the time she had. And she enriched the lives of those who knew her.

Goodbye, Kerrie. We'll miss you.

—Naomi Oliver is a senior advertising student who served on the 1983 National Student Advertising Competition team with Kerrie Stewart.



Feedback positive

WKU graduate opens own graphics studio

"Things are beginning to pop," according to ad grad Miles Steenbergen who recently opened a graphics studio in Nashville called Glue Pot Graphics.

Steenbergen, who graduated in 1979, worked for three years as production artist for Castner Knott in Nashville before opening his own business.

"I've had lots of positive feedback

from a lot of people, and I really feel good about the business," he said, "I have a great deal of work."

Steenbergen said his studio will handle complete print production from layout to Velox. His clientele includes agencies, retail establishments and other businesses. The new address is 1719 West End Ave., Suite 227, Nashville, Tenn. 37203.

FROM THE PRESIDENT'S DESK...

I would like to express my personal appreciation to the many students who made this semester a success.

Active involvement in the Advertising Club is important for the future success of the students and the club. The AAF Student Chapter should be seen as a learning opportunity, not just a status symbol.

It has surely been a learning opportunity for me, and I feel that I have benefited professionally from the experience.

Ed Farley
President, WKU Ad Club
Fall 1983

Local ad agency president speaks on creativity

by Lisa Keeling

"Did you ever stop to think that the person who created polka dots got caught out in the rain? Now that's creative," according to Andrew J. Wilkins of Wilkins Advertising Concepts. President of the Bowling Green Chapter of the American Advertising Federation, Wilkins spoke to the WKU Advertising Club early in October.

"Advertising boils down to one thing—creativity. Take a simple thing, add something creative to it and it will sell," he said. "I feel I am a creative person and I can also sell. We are a young company and I hope 25 years down the road to still be creative," he said. "Fresh new ideas and creative ability with the product will sell."

Wilkins graduated from Western several years ago with a degree in retailing but he started working



Photograph by Terri Zhe

Andrew Wilkins draws the winning name of a dinner for two at Iron Skillet Restaurant just before speaking to Western's Ad Club. According to fundraising chairperson Lisa Keeling (left), the club raised \$108.

in sales promotion. "Advertising was the last thing I ever wanted to go into," he said. Wilkins eventually got into advertising specialties, selling designs on such items as caps, t-shirts, pens and matchbooks.

Wilkins formerly worked with Larry Bailey and Associates Advertising Agency. Together they did business with over 300

different companies within six months. Last January, Larry Bailey closed his doors. Wilkins purchased Bailey's equipment and hired some employees. "Overnight I was a full service agency," he said.

"Wilkins Advertising does not come only from me," he added. "Creativity comes from everybody who's involved."

Only representative from 5th district

Stringer named to A A F committee

by Jimmy Penick

Mrs. Carolyn Stringer, coordinator of the advertising program, has been named to the national Academic Committee of the American Advertising Federation. During the next two years she will assist in the formulation of policies governing approximately 130 student AAF chapters at colleges and universities across the country.

In August she traveled to Portland, Ore., where she was named chairperson of a sub-committee which oversees Alpha Delta Sigma National Scholastic Honorary Society. The honor society, sponsored by the AAF, is for students with outstanding academic qualifications.

When asked to comment on what has been accomplished in early

committee meetings, Stringer said, "The rules governing the National Student Advertising Competition have been greatly simplified. Substantial changes in policies and procedures have been made this year."

"The AAF also will add a new category of student competition this year with introduction of an Advertising Club Achievement Award to be given nationally. The award is designed to provide incentive for more unity and participation among student chapters."

Committee members also are involved with publication of the Job Clearinghouse, a nationally distributed student resume booklet, and the development of achievement and internship programs to expand education in the advertising field.

Serving on the ADS sub-committee with Mrs. Stringer are Morton Jaffee of City University of New York and Guy Tunnicliffe of the University of Missouri. Members of the academic committee are selected on the basis of their involvement in national professional advertising activities and their direction of outstanding college/university student chapters of the AAF.

Mrs. Stringer is the only representative from the 5th District of the AAF which comprises schools in Kentucky, Ohio and West Virginia.

According to Howard H. Bell, president of the AAF, "The AAF deeply appreciates the dedication and commitment given to advertising education by Western and Mrs. Stringer."

INDUSTRIAL ADVERTISING

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thousands of dollars on one product alone. "Ads should generate interest. The potential buyers put a lot of thought into the purchasing because of the large sums of money involved," he said.

Doninger stressed the importance of creativity in industrial advertisements by showing the group a 1975 print ad for a product called Stretch Wrap, a binding material used to secure goods during shipment. The agency's goal was to introduce Stretch Wrap an entirely new concept in the 1970s. The ad pictured three ways to secure a product: the wrong way, the expensive way, and the right way. The latter demonstrated Stretch Wrap. The creativity of the ad enhanced the new concept while introducing it.

He also expressed the importance of the marketing mix. His agency's philosophy on successful advertising industrial is to "equal

"The only rule which applies all the time is that no rule applies all the time."

—Donald Doninger

the competition in three of the four elements of the marketing mix, and beat them in the other." He said the agency's job is to give an advantage on promotion, the fourth part of the marketing mix. The product, pricing, and distribution is up to the firm that is advertising.

"The purpose of an industrial ad," Doninger said, "is to show

firms the uniqueness of our product and to express it creatively." He said since almost all industrial ads appear in trade journals, they must be creative enough to catch a buyer's eye or they will be lost in the crowd.

Doninger held up an ad that ran in some trade journals and was unsuccessful. The ad promoted wire partition, a low-interest product to advertise. Since response was so low, the agency creatively touched it up. Sales went up almost immediately. "If what we do doesn't work, we'll use our own dollars and do something about it," he said. It has been because of commitments like this one that Doninger and Doninger has grown in four years from a two-person agency to a \$3 million agency that employs nine persons.

Scholarship fund established in Stewart's name

A scholarship fund honoring Kerrie Stewart has been established through the College Heights Foundation at Western Kentucky University. Kerrie, a senior advertising student from LaCenter, Kentucky, died in August of a heart attack.

Kerrie was president-elect of the student chapter of the American Advertising Federation. During the spring semester, she was a member of Western's presentation team in the National Student Advertising Competition. She also served as vice-president of the student chapter and was involved in all chapter activities.

Kerrie was active in a variety of other campus activities such as student government and the student newspaper.

Alumni and others who wish to contribute to the scholarship fund may send contributions to the College Heights Foundation, Western Kentucky University, Bowling Green, Ky. 42101. Indicate that the contribution is for the Kerrie Stewart Fund.

Adventure Staff

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Layout: Ed Farley, Lisa Keeling, Susan Legler, Tracy Mattingly

Photography: Ray Thomas, Terri Zhe

Advisers: Mrs. Carolyn Stringer, Pat Jordan

Competition case study to focus on TRS-80 personal computer

The 1984 National Student Advertising Competition will focus on the TRS-80 line of personal desk top micro-computers sold by Radio Shack. The advertising campaign will be aimed at middle and senior management segments of major corporations.

Last year's case study included devising a promotional plan, a creative supplement and a budget for advertising. The 1984 case study will differ in that students

are given a budget of \$20 million and will have to decide how to spend it starting fiscal year of July 1, 1984.

College teams from Kentucky, Ohio and West Virginia will enter their campaigns in the Fifth District American Advertising Federation Competition in Columbus, Ohio in April. Western won 3rd place last year for its work on the Maxwell House Coffee campaign.

Herald provides "glimpse of real world"

by Tracy Mattingly

Some students define college as "classes and textbooks" while others see college as a chance to socialize. To those who work on the *College Heights Herald* Advertising Staff, college is the opportunity for a glimpse of the real world.

The *Herald* is Western Kentucky University's primary informational medium. The students on the advertising staff feel there is no better way to apply skills and talents than the experience gained by working with clients on a weekly basis.

Advertising Manager, Joanie Evans, a senior advertising major

said, "My experience at the *Herald* has given me the confidence and skills I know are necessary to face the current job market." Ad staff member Susan Hofsass, also an advertising major, said, "working for the *Herald* provides opportunities and opens doors for future jobs."

Journalism, photojournalism and advertising students working together as a unified group take pride in their award-winning paper. The *Herald* is recognized nationally as one of the top college newspapers in the country. To maintain this reputation of high standards and excellence takes

hard work. Striving to be professional is the goal of the advertising staff and responsibility is the key to success.

Responsibilities of advertising salespersons include: contacting clients weekly, turning in paperwork efficiently, selling, designing and laying-out the ads. One must always be prompt and prepared.

Advertising students working on the *Herald* Ad Staff this semester include: Gus Clarke, Elaine Etter, Joanie Evans, Allison Gard, Susan Hofsass, Lawrence Kimbrough, Lisa Keeling, Tracy Mattingly, Pam Ralston, Kurt Steier Mike Wolf and Laura Moss

PHOTOGRAPHY

Continued from page 2

Tucker photographed an album cover featuring newcomers Gary Stewart and Dean Dillon, two singer/songwriters that RCA wanted to break as artists. "I tried to create some kind of space just to let them be themselves," Tucker said.

RCA also hired him to shoot country singer Deborah Allen's first album, "Cheat The Night." A makeup artist, hair stylist, fashion stylist, and two people from RCA also were involved. They went through Allen's entire wardrobe to find the right outfit that would

convey her personality, which is important for a first album.

Some of Tucker's clients aren't as cooperative as Allen. "We had one night to shoot Waylon (Jennings), who had walked out of

"The main thing you've got to have is a clear goal."

—Mark Tucker

two prior photography sessions. He hung around for 30 minutes," Tucker added, enough time to get some good photographs for an album cover.

One difficult shot was for a "guy next-door" type calendar for Vanderbilt University. He wanted to shoot the model knee-high in the waters of Nashville's Percy Priest Lake. For Tucker, who "shoots everything with lights no matter what," the difficulty was the danger of electrocution because the power supply for electrical lights hovered just above the water.

Tucker said consistency is important in photography. "You need to have all your elements consistent with one another," he said. He thinks it's important to "tell the truth." And to him, what's important is "the journey—not the goal."

adventure

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